

What is claimed is:

1. A holographic material produced by a continuous process comprising the steps of:

providing a printing element having a polished, resilient surface;

applying a coating capable of receiving a holographic image to the polished, resilient surface of the printing element to provide a coated surface;

engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished, resilient surface of the printing element;

providing a substrate having a smooth surface;

applying a bonding material to at least one of the substrate and the first surface of the holographic image;

disposing the substrate adjacent the first surface of the holographic image so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished, resilient surface of the printing element.

2. The holographic material produced by the continuous process of claim 1 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

3. The holographic material produced by the continuous process of claim 1 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. The holographic material produced by the continuous process of claim 1 wherein, in the step of applying a coating, the coating applied to the polished, resilient surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized glitter mixed with a lacquer, and combinations thereof.

5. The holographic material produced by the continuous process of claim 1 wherein, in the step of providing a substrate, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

6. A holographic material produced by a continuous process comprising the steps of:

providing a printing element having a polished, resilient surface;

applying a coating capable of receiving a holographic image to the polished, resilient surface of the printing element to provide a coated surface;

engraving the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished, resilient surface of the printing element;

providing a substrate having a smooth surface;

applying a bonding material to at least one of the substrate and the first surface of the holographic image;

disposing the substrate adjacent the first surface of the holographic image so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished, resilient surface of the printing element.

7. The holographic material produced by the continuous process of claim 6 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

8. The holographic material produced by the continuous process of claim 6 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

9. The holographic material produced by the continuous process of claim 6 wherein, in the step of applying a coating, the coating is selected from the group consisting of polymeric film, foil, lacquer and combinations thereof.

10. The holographic material produced by the continuous process of claim 36 wherein, in the step of providing a substrate, the substrate is selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.